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Cap. 3



U.S. Department of Agriculture

Agricultural Marketing Administration

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Commodity *FRESH GRAPEFRUIT and TANGERINES*
 Marketing area . . . *NATIONAL*
 Time *DECEMBER 3 through DECEMBER 12*

FOR USE AFTER NOVEMBER 25, 1942.

WASHINGTON, D. C.

Fresh grapefruit and tangerines, produced this year in record quantities, are the Victory Food Special for the period December 3 through December 12.

Retailers and other merchants cooperating with the Agricultural Marketing Administration will feature each of these two fruits as a Victory Food Special in store advertising and display material designed to focus consumer attention on their abundance. By making full use of those foods in most plentiful supply, consumers can help conserve other commodities needed for the war.

First estimates of the current season's grapefruit crop indicate production to be slightly in excess of 45,000,000 boxes, an increase of 17 percent over last season's supply and approximately 13,000,000 boxes in excess of the average production in the previous five years. An average box will contain about 75 grapefruit.

More than half of this year's grapefruit production is in Florida with early estimates placing the crop there around 25,000,000 boxes. Texas ranks second with an estimated production of more than 15,000,000 boxes, concentrated in the Lower Rio Grande Valley. The balance is produced primarily in the California-Arizona area.

To the early settlers of Florida goes the credit for bringing grapefruit from the West Indies into this country. As a fruit, it was not appreciated until brought to the attention of the

consuming public in the 1880's by enterprising Florida citrus growers. Although the origin of the grapefruit is obscure, it nevertheless represents a most important horticultural achievement. In recent years grapefruit production has increased by leaps and bounds and its popularity as an important food has followed this upward surge.

The growing of grapefruit was introduced from Florida into California, Arizona, and the lower Rio Grande Valley of Texas where it has served as the basis of a citrus industry built up since 1910. Although Florida continues to hold first place in the amount of grapefruit produced each year, Texas with its younger trees is a strong rival for that top position.

Most common grapefruit on markets during the first part of the season is the Duncan variety, which originated in Pinellas County, Florida, as a seedling from a grapefruit tree grown by a Spanish settler, Don Philippe. This variety was introduced and propagated about 1892 by A. L. Duncan of Dunedin, Florida, after whom it is named.

EVERY HOMEMAKER now has the job of seeing to it that the most effective use is made of the Nation's total wartime food supply. Food is a weapon and our farmers are producing more than ever before. But farmers cannot produce in exact amounts — nor are all foods suitable for war purposes. Thus, from time to time, some foods are more abundant than others. Those foods in most abundant supply are designated by the Agricultural Marketing Administration as VICTORY FOOD SPECIALS. Merchants are cooperating with the AMA by featuring Victory Food Specials. When the homemaker buys Victory Food Specials, she spreads her buying power in a way that serves the Nation and her family. And this conserves other food and prevents possible waste, thus assuring full use of all that is produced. Yes, every homemaker is a sergeant in the all-important food management army.

Although nearly a score more main varieties have been introduced since, the Duncan remains the favorite among the kinds of grapefruit that contain seeds. In more recent years, the Marsh variety of grapefruit has come into prominence because of its lack of seeds. This variety also originated in Florida and was first cataloged by C. M. Marsh and offered for sale in the fall of 1896. The pink-fleshed kinds of grapefruit sprang from the Marsh variety and, except for the color, are almost the same.

Main reason behind today's popularity and widespread use of grapefruit is its food value. According to the Bureau of Home Economics, grapefruit is a good source of two vitamins in the B family--thiamine, nicknamed the morale vitamin because of its nerve-steadying qualities, and riboflavin which is for health and normal growth. Also grapefruit is a good source of vitamin C, necessary for building healthy tissues, especially the bones, teeth, and gums.

When you buy grapefruit pick out those with thin skins. Balance them in your hand--feel the weight. The fruit that is heaviest for its size has the most juice. Grapefruit of good quality is well-shaped, firm, but springy to the touch. It should never be soft or flabby. Don't worry if the grapefruit has russet marks on the outside. These spots are less than "skin deep" and do not affect the quality of the fruit.

Scientists and growers have brought grapefruit up a long ways from the thick-skinned and often bitter fruit of earlier days. Both juice content and sweetness have been increased to make grapefruit lend itself to various ways of eating.

There's a funny thing about grapefruit. There are definite schools about how it should be prepared for the table, and discussion between them can become very heated. There is the core-in school, the core-out-but-no-other-knifing school, and then there is the one that gives the grapefruit all-out treatment, loosening it for and aft and between the sections. The open-minded will try all ways, during the time that

grapefruit is a Victory Food Special.

And apart from all these, there are those who prefer their grapefruit as juice. With tin for canning grapefruit juice for civilian consumption reduced, there should be a run on big glass reamers.

And here's a tip for those who like honey. Fill the core-well of your fruit with it. Honey blends with grapefruit to give a special delicate flavor that you never can get with a sprinkling of sugar. And if you have maple syrup, try some of it in the same way for a real treat.

Another treat in flavorful fruit eating is furnished by the tangerine. This is really an orange of the Mandarin group. The most common variety of tangerines was originated as a seedling by George L. Dancy of Buena Vista, Florida, and was introduced shortly after 1870.

The great bulk of the tangerine supply is produced in Florida. This year's crop is estimated at around 3,500,000 boxes, 67 percent above the short supply of last year and nearly a third larger than average. Some tangerines are grown in Texas with a few in California.

Tangerines rate as a source of two of the B vitamins--thiamine and riboflavin--and also as a source of vitamin C. When you buy tangerines, see that they are bright in color and firm. In this way you will get those with lots of juice and fine eating quality. Puffy tangerines are inclined to be dry and stringy.

It doesn't take long to peel a tangerine. Break into the skin and it comes right off with little effort. These points plus flavor make this fruit popular with young and old. A tangerine or two in the lunchbox might, indeed, be the nutrition-minded homemaker's solution to the problem of getting her war worker husband to eat what's good for him. And for the youngster who carries his lunchbox to school, a tangerine packed in with the sandwiches will top off the meal.